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Career Information Catalogue 1990

Alberta
CAREER DEVELOPMENT
AND EMPLOYMENT


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FEB 12 1990

The Career Programs and Resources Branch of Alberta Career Development and Employment writes and produces a variety of print and audiovisual material on career–related topics. **This material is provided free–of–charge to Alberta, Yukon and N.W.T. residents.**

Many of the new publications are produced in response to requests from career counselling practitioners. As your needs change so do the materials we produce. If you have suggestions for future career resource development, do not hesitate to contact us. We will give every suggestion our utmost consideration.

In addition, the Career Resource Centre and Women's Career Resources provide consulting and resource services for career planning practitioners. We have over 3,000 titles in our resource centres along with a variety of videos and audio cassettes. Give us a call at 422–4752.

Out of Alberta Residents

Materials listed in this catalogue are available at the price specified. Please note that quantity discounts are available. To order material contact:

Learning Resources Distributing Centre
Alberta Education
12360–142 Street
Edmonton, Alberta
T5L 4X9

Telephone:(403)427–2767

ISBN 0-7732-0163-7
01/90 10M

Publications, Posters, and Audiovisual Descriptions

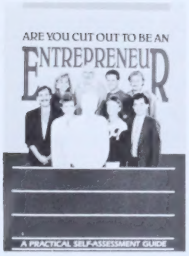
Publications



The Adult Back–To–School Book *(booklet, 1986, 58pp.)*

A booklet for adults considering returning to school. It discusses the challenges, opportunities and barriers to returning, and suggests ways to overcome or cope with the barriers. Topics covered include: advantages of being an adult student, the wide variety of available educational options, coping with the educational system, changing roles, building support systems, arranging child care, time management, finances and effective study. This publication is of general interest and is suitable for use by teachers, counsellors and career practitioners in adult group settings. The video **Going Back** complements the information provided in this booklet.

$3.50/copy



NEW

Are You Cut Out To Be An Entrepreneur?

(booklet, 1988, 28pp.) A Self Assessment Guide.

Are You Cut Out To Be An Entrepreneur? offers a variety of exercises, quizzes, and guidelines designed to help individuals assess their suitability and potential as entrepreneurs. In addition to the practical exercises, this guide also provides some interesting facts about entrepreneurs and what's involved in being one. Written in an easy to read, realistic manner, this booklet will assist would–be entrepreneurs through a self assessment that will allow them to feel confident in making decisions regarding entrepreneurship as a career option for them. A comprehensive list of valuable resources to help in further planning and assessment round out the booklet.

The publication replaces the **So What's An Entrepreneur Anyway?** book. The video **The Entrepreneur**, still complements the information provided in this new book.

$4.00/copy



Career Development News *(newsletter, 3 issues/year, 8pp.)*

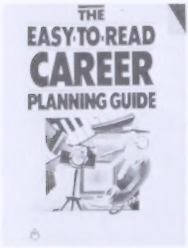
A tri-annual newsletter keeping counselling practitioners informed of programs, services, and resources available in Alberta in the career planning field. Printed in January, May and September. Most suitable for counsellors, teachers and career practitioners. **Available only to Alberta residents.**



Changing Course Midstream *(booklet, 1984, 40pp.)*

Forty–four year old Paul leaves the plant manager's job he's had for years to try his hand as a reporter, something he's wanted to do for a long time. His experiences provide the vehicle for examining issues pertinent to midlife career change – self doubts and insecurities, personal challenges, renewed interests, financial concerns and others. This publication is of general interest.

$2.00/copy



The Easy–To–Read Career Planning Guide

(booklet/workbook, 1986, 46pp.)

Aimed at adults with a Grade five reading level, or for whom English is a second language, this guide uses stories, theory and simple exercises to direct the reader through the career planning process. The guide gives the reader the opportunity to identify interests, skills and abilities, and discover how these relate to occupational choices. This publication is most suitable for use by teachers or counsellors working with adults who require a publication written at this reading level.

$4.00/copy



Guide To Setting Up A Career Resource Centre

(booklet, 1985, 37pp.)

A guide book for organizations (from schools to career counselling centres to community groups) interested in developing Resource Centres that specialize in career planning materials. Topics covered include: materials to be included, staffing, physical set–up and furnishings, obtaining and organizing career materials, promotional activities and computerization. A list of basic career planning resources and their ordering addresses is also provided. Most suitable for counsellors, teachers and career practitioners.

$5.00/copy



In Praise Of Older Workers *(booklet, 1989, 32pp.)*

This publication is liberally sprinkled with lively photographs and invaluable quotes like, "I've never known a game to be over in the first half; it is always won in the last half." With the average age of the population rising, the job seekers of the 1990's will come from different age groups than those of previous decades... Age 50 today corresponds to age 40 or 45 in 1970. In Praise of Older Workers (by older workers, we mean people over 45) uses interviews, exercises and hard data to help people rethink attitudes, and to confront hidden biases against older workers. It contains tips for both employees and employers on long range career planning.

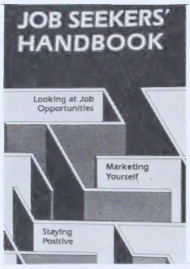
$5.00/copy



It's About Time *(booklet, 1989, 64pp.)*

Provides an introduction to career planning, describes Alberta's post secondary institutions and student financial assistance programs and presents, in chart form, the major educational programs offered in Alberta. Revised biennially. The publication is suitable for senior high school students and the general public.

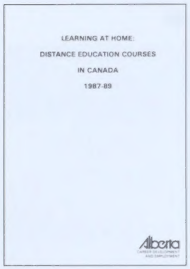
$3.00/copy



Job Seekers' Handbook *(booklet, 1986, 70pp.)*

Provides a step–by–step action guide to finding a satisfying job. It will assist the reader with assessing skills, interests, needs and values; job targeting and finding the appropriate job. Practical advice on how to research jobs and tap the hidden job market is offered. Included are pointers on marketing yourself through application forms, resumes and interviews. This publication is of general interest.

$3.00/copy

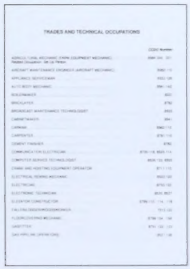


Learning At Home

(directory, three–hole punched, shrink–wrapped package 1987 - 1989, 345pp.)

A comprehensive listing of correspondence courses offered by Canadian public educational institutions and professional organizations, as well as those private schools licensed to operate in Alberta. Courses are grouped by subject area and individually indexed. Listings include course title, offering institutions, entrance requirements, credits granted and cost. Also included are addresses and telephone numbers of institutions listed in the book. Revised biennially. Suitable for use by teachers, counsellors, career practitioners and the general public.

$8.00/copy



Occupational Profile Packages

A series of occupational information sheets (profiles) grouped in related fields. Each one or two–page profile is CCDO coded and features a single occupation. Alberta–specific information is included on: the nature of the work, working conditions, educational and personal qualifications, employment and advancement opportunities, salary levels and sources of information. Profile packages are revised regularly; current publication dates are indicated in parentheses behind each package title below. Packages are three–hole punched for easy use in a binder. Suitable for use by teachers, counsellors and career practitioners working with those who are seeking information on occupations.

Administration and Management *(1988, 22 profiles)*	$6.00
Agriculture and Horticulture *(1987, 19 profiles)*	$6.00
Architecture, Environmental Planning, Engineering and Related Technologies *(1988, 38 profiles)*	$6.00
Arts *(1988, 40 profiles)*	$6.00
Clerical *(1986, 30 profiles)*	$6.00
Health *(1987, 34 profiles)*	$6.00
Life/Biological Sciences *(1987, 12 profiles)*	$4.00
Mathematics,Statistics and Systems Analysis *(1987, 8 profiles)*	$4.00
Oil and Gas *(1987, 11 profiles)*	$4.00
Physical Sciences *(1987, 14 profiles)*	$4.00
Services *(1986, 32 profiles)*	$6.00
Social Services/Sciences *(1987, 29 profiles)*	$6.00
Teaching *(1989, 8 profiles)*	$4.00
Trades and Technologies *(1989, 71 profiles)*	$10.00



Post–Secondary Education Programs *(directory, 1989, 387pp.)*

A directory of all education programs offered at private and public post–secondary institutions and schools in Alberta. Organized with divider pages by related program subject area, the listing includes the name of each program, name and address of offering institution, length of program, credential awarded, and entrance requirements. The directory is three–hole punched for easy use in a binder. Revised biennially. Suitable for use by teachers,counsellors, career practitioners, high school students and the general public.

$8.00/copy



NEW

Rural Women As Business Entrepreneurs

(workshop manual, 1989.)

This workshop can be delivered either for rural women thinking about starting a business for the first time or for business women wanting to sharpen their entrepreneurial skills. It is an excellent resource for community building among women of like interest, in rural areas. The workshop is designed to be participative and practical over a two and a half day period.

$20.00/copy



NEW

Self–Directed Career Planning Guide

(five booklets, 1989, 12, 23, 24, 20, 19pp.)

Five booklets of self–directed exercises and activities that go through a step–by– step method of making and implementing career decisions. The booklets are self–descriptively titled: Getting Started, Discovering Yourself, Exploring Options, Deciding and Implementing. The package is intended for adults who are able to work independently. It comes packaged in a professional looking portfolio.

$20.00/package



NEW

Skills Are Your Passport *(booklet, 1988, 22pp.)*

Skills Are Your Passport, builds on the idea that surviving and thriving in today's and tomorrow's job market depends on our ability to master a variety of skills. In order to remain flexible to the changes going on around us, we must learn how to assess and develop skills. The **Skills Are Your Passport** book offers a variety of exercises and examples which assist in identifying the many skills developed over a lifetime. Each copy comes with a separate replica of a passport in which readers can record their own technical, functional and self–management skills. Having a ready inventory of assets to assist in career planning, preparing resumes or attending interviews, could be your client's passport to the future.

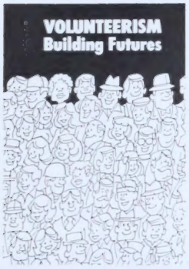
$4.00/copy



Stay Ahead With A Good Attitude *(booklet, 1984, 40pp.)*

A booklet of articles, tipsheets, photos and cartoon illustrations which encourages the development of good work habits and positive attitudes toward work and life. It explores such issues as: dream jobs, why people work, how to work more effectively and get along with others, and the need to balance work and leisure in one's life. This booklet is suitable for high school classes and is also of general interest. The video **Making It Work** complements the information provided in this booklet.

$2.00/copy



NEW

Volunteerism: Building Futures *(booklet, 1988, 35pp.)*

This practical easy–to–read sourcebook provides information on the value of volunteering, its importance in terms of career development, the responsibilities involved with volunteering and suggestions for locating volunteer positions. For co–ordinators of volunteers, tips are given for recruiting, training, integrating and retaining volunteers.

$2.00/copy



NEW

Women In The Workplace *(workshop manual, 1989, 75pp.)*

This workshop is designed for all professionals who impact or are involved in some way in the career development process of women. It is intended to increase awareness and heighten interest in the issues women confront in the workplace. It is interactive in nature, intended for participants and could easily be adapted to any employee group.

The workshop manual is a self–contained guide for workshop facilitators, complete with agenda, background instructions, exercises and additional resources.

$10.00/copy



NEW

Working Together Kit For Dual Career Families

(kit, 1989, 25pp. booklet, poster, exercises, game, mobile.)

The Working Together Kit with its combination of activities for children, plus the booklet that both describes the situation today and helps families work through their schedules, housework routines, child care practice and leisure activities will be invaluable for workers with family responsibilities.

$12.00/kit

Posters

A variety of brightly colored posters depicting different career planning themes are available. Entertaining, inspirational, instructional — there's something for everyone. Suitable for classrooms, counsellors' offices, or career planning workshops. Posters are typically 43 1/2 x 55 cm in dimension.

$2.50 ea.

S0038 Three Little Pigs
S0041 Hats
S0042 Your Attitude is Showing
S2210 Stay Ahead With A Good Attitude
S0094 I Wanna Be A Sturgeon
S0111 Little Girl In Mirror
S5110 Career Information Hotline
S5118 You're Ahead With A Good Attitude
S5111 Sally Forth
S5112 The Rhymes–They–Are–A–Changing
S5113 Picture Yourself in the Future

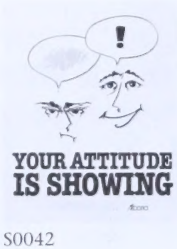
When Ordering, Please Identify The Posters By Coded Number



S0038



S0041



S0042



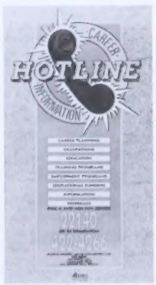
S2210



S0094



S0111



S5110



S5118



S5111



S5112



S5113

Audiovisuals

The audiovisuals listed below are available on loan to Alberta,Yukon and Northwest Territories residents. Residents outside those areas may purchase the videos from the agency listed. Unless otherwise indicated, preview copies (for potential purchasers) are not available.

Audiovisuals are available on a two–week loan basis. When ordering, please include the appropriate video or film format and the preferred date required. To ensure receiving an audiovisual when you want, please order as far in advance as possible. The user is responsible for the return shipping of the audiovisual. Audiovisuals returned by mail must be insured with the Canada Post Corporation. Borrowers are responsible for the replacement cost of any damaged audiovisual or an uninsured item lost in the mail.

Educational institutions may obtain dubs of most of the audiovisuals from ACCESS Alberta, Media Resource Centre, 295 Midpark Way S.E., Calgary, Alberta T2X 2A8. ACCESS charges for duplication, the tape, and handling and shipping. Non–educational institutions and agencies, as well as educational institutions, may contact the Career Programs and Resources Branch to discuss dubbing arrangements. Generally, the branch can provide a tape from which the user can dub.

The Entrepreneur *(23 minutes, 1985).*

This video takes a fresh look at starting your own business as a viable career option. The film's starring entrepreneur is 27–year–old Gerry Hughes who conceives the idea of his company, Western Gourmet Foods, and with hard work and determination, builds it up to a success. His story unfolds during the course of a high–school reunion where his friends are initially skeptical but finally impressed with Gerry's accomplishments.

The Entrepreneur is targeted at young adults, aged 18 to 30, who may possess entrepreneurial potential but have not seriously considered self–employment as an option open to them. Though educational in nature, the film entertains its audience with humor, fast pacing and original pop music from current recording artists.

This video complements information provided in the publication **Are You Cut Out To Be An Entrepreneur?** Available in 3/4" videocassette, 1/2" VHS and Betamax formats.

Residents outside of Alberta please send your order to: Magic Lantern Film Distributors, 136 Cross Ave., Oakville, Ontario, L6H 2W6 or #201, 6700 No.3 Road, Richmond, British Columbia, V6Y 2C3.

Given The Chance *(19 minutes, 1980).*

Dramatizes a Native person's experiences with job hunting in the city. Interspersed throughout are recollections of Natives who have successfully found employment. Interviews with two employers shed light on ways that the traditional recruitment methods can be altered without sacrificing quality in order to "screen in" rather than "screen out" applicants.

Appropriate training video for employment counsellors, personnel staff, government officials, or other professionals working with Natives. May also be used in workshop settings with Native client groups.

Available in 3/4" videocassette, 1/2" VHS and Betamax formats.

Residents outside of Alberta may purchase this audiovisual from the Learning Resources Distributing Centre by using the supplied order form.

$60.00

Going Back: Adults Returning To Education *(24 minutes, 1983).*

Winner of three AMPIA (Alberta Motion Picture Industry Association) awards: Best Script (Dramatic), Best Motivational Film, and Best Actor (Dramatic).

This video features George, a 50–year–old warehouse supervisor, whose company is bringing in computers. Feeling anxious and afraid, he realizes he needs retraining and finds himself in a computer camp for kids. In this entertaining and often humorous video production, George overcomes the barriers to "going back to school" which many adults face.

Many men and women who have been out of school for several years experience societal and emotional barriers to getting further education, whether they want to obtain a business administration degree or take evening art classes. This video explores those barriers, shows how they can be overcome, and aims to motivate adults to take the first step.

This video complements information provided in **The Adult Back–to–School Book**.

Available in 3/4" videocassette, 1/2" VHS and Betamax formats.

Video dubs are available to Alberta educational institutions through ACCESS.

Residents outside of Alberta please send your order to: Magic Lantern Film Distributors, 136 Cross Ave., Oakville, Ontario, L6J 2W6 or #201, 6700 No. 3 Road, Richmond, British Columbia, V6Y 2C3.

Making It Work *(15 minutes, 1986).*

This video is the story of Joan, Geoff and Randy and their reaction and adjustment to the world of work. Through a number of dramatic vignettes the characters reveal how attitudes affect their jobs and relationships with co–workers. In a humorous, fast–paced manner the video looks at employer–employee expectations, mentoring, recognizing skills and the importance of maintaining a positive attitude.

This video complements information provided in the booklet, **Stay Ahead With A Good Attitude.**

Available in 3/4" videocassette, 1/2" VHS and Betamax formats.

Video dubs are available to Alberta educational institutions through ACCESS.

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Opening Doors: Keys To Career Planning *(video series, 1982).*

This nine–part series deals with the basic concepts of career planning and job search, as well as some of the motivational and emotional aspects.

A family reunion serves as the dramatic device that illustrates the career planning concerns faced by people of various ages, and shows how career planning can be applied to different kinds of career decisions. In program 1, Walter and Elizabeth Grainger welcome their family back to the farm for a week–long reunion. Different characters are featured in each videotape, but the main characters are:

- J.P. who is in the midst of planning a mid–career change;
- Sherri who must decide what to do after graduating from high school;
- Anne, a high school counsellor;
- Guy who wants to change jobs; and
- Linda who must re–enter the workforce after an absence of eight years.

The series develops as follows:

Program 1: **Why Plan Your Career?** *(15 minutes)* illustrates how career planning can be an effective way of dealing with change, both expected and unexpected, and how it can give the individual a greater sense of control over his/her career.

Program 2: **How To Plan Your Career** *(10 minutes)* defines the terms "job", "occupation", and "career"; illustrates different kinds of career decisions, and gives an overview of the career planning process.

Program 3: **What Do You Want?** *(10 minutes)* deals with gathering self–information and defining career goals.

Program 4: **Exploring Your Options** *(13 minutes)* deals with discovering as many career options as possible that relate to the career decision being made, and gathering information about each option.

Program 5: **Career Planning Creatively** *(10 minutes)* illustrates how career planners don't always have to accept their career options as they currently exist – it is possible to create new ones.

Program 6: **Choosing Your Best Option** *(11 minutes)* shows how emotions play an important role in career planning, and how to deal with problems people commonly encounter when they are making career decisions.

Program 7: **Action Planning** *(11 minutes)* explains how to translate plans into action and gives tips on how to carry out an action plan on schedule.

Program 8: **Looking For A Job** *(12 minutes)* looks at dealing with emotional factors often associated with the job search, and outlines the career planning steps as they relate to job hunting.

Program 9: **The Job Interview** *(15 minutes)* emphasizes the importance of thorough preparation and appropriate behaviours during the job interview.

For convenience, the series is dubbed on three one–hour tapes each containing three programs. Available in 3/4" videocassette, 1/2" VHS and Betamax formats.

Video dubs are available to Alberta educational institutions through ACCESS. Residents outside of Alberta may purchase this audiovisual from the Learning Resources Distributing Centre by using the supplied order form.

$300.00

Note: For those wishing to preview the series, a 12–minute overview is available free of charge on a two–week loan basis. Please order the preview video (specifying the required video format) through the Career Programs and Resources Branch, phone 422-4752.

What Would You Like To Be?

(9 minutes, 1980).

An animated video narrated in rhyme which introduces 121 different occupations. The occupations are arranged alphabetically ("Would you like to be an actor and perform on a stage? Or an animal trainer and work in a cage?") and are represented, wherever possible, by animals whose names begin with the same letter as the occupation. Designed for elementary school children, it has proven entertaining for all ages.

Available in 3/4" videocassette, 1/2" VHS and Betamax formats.

Residents outside of Alberta may purchase this audiovisual from the Learning Resources Distributing Centre by using the supplied order form.

$45.00

Women In The Workplace

(37 minutes, 1989).

This video presents five scenarios depicting situations familiar to most employed women. Intended to provoke discussion in workshops focusing on barriers to employment, the video includes questions to guide small group discussions.

The scenes are all set in Alberta and illustrate:

- the conflict for a female professional whose supervisor wants to claim credit for her work
- the challenge of the job interview for a woman applying for a non–traditional job
- the dilemma of balancing work and family responsibilities
- the competition for work between young graduates and re–entry women
- the resentment of other employees toward women who achieve success

Available in 3/4" videocassette, 1/2" VHS or Betamax formats. **Available for loan only.**

Publication, Poster and Audiovisual Order Form

Mail to: Learning Resources Distributing Centre
Alberta Education
12360–142 Street
Edmonton, Alberta
T5L 4X9

Telephone: 427–2767

Shipping Instructions

Date _____

Please send to: Name _____

Position/Title _____

Company/Institution _____

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City/Town

Province

Postal Code *Telephone*

If you wish more information about the contents of publications or the suitability of a publication for a specific purpose, please call:

Career Programs & Resources Branch Telephone: (403) 422-1794

Quantity Discount Structure

Quantity discounts apply to individual publications.

Quantity Ordered	*Discount*
1–25	0%
26–100	unit price less 10%
over 100	unit price less 20%

Cheques should be made payable to Learning Resources Distributing Centre and mailed with this order to their address listed above.

Publications

	Unit Price for Non-Alberta, N.W.T. or Yukon Residents	*Quantity Desired*	*Applicable Discount*	*Total Cost*
The Adult Back-To-School Book	$3.50			
Are You Cut Out To Be An Entrepreneur?	4.00			
Changing Course Midstream	2.00			
The Easy-to-Read Career Planning Guide	4.00			
Guide to Setting Up A Career Resource Centre	5.00			
In Praise Of Older Workers	5.00			
It's About Time	3.00			
Job Seekers' Handbook	3.00			
Learning At Home	8.00			
Occupational Profile Packages				
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Oil and Gas	4.00			
Physical Sciences	4.00			
Services	6.00			
Social Services/Sciences	6.00			
Teaching	4.00			
Trades and Technologies	10.00			
Post Secondary Education Programs	8.00			
Rural Women as Business Entrepreneurs	20.00			
Self-Directed Career Planning Guide	20.00			
Skills Are Your Passport	4.00			
Stay Ahead With A Good Attitude	2.00			
Volunteerism: Building Futures	2.00			
Women In The Workplace	10.00			
A Working Together Kit for Dual Career Families	12.00			

Cost of publications _____

Posters

Cost of each poster is $2.50. Indicate quantity desired on line beside each coded number.
Treat each poster as a separate publication in determining the appropriate quantity discount.

S0038 ____ S0042 ____ S0094 ____ S5110 ____ S5111 ____ S5113 ____
S0041 ____ S2210 ____ S0111 ____ S0118 ____ S5112 ____

Cost of posters _____

Audiovisual

	Unit Cost	***Quantity***	***Format***	***Cost***
Given the Chance	$60.00			
Opening Doors:Keys to Career Planning	300.00			
What Would You Like To Be?	45.00			

Cost of audiovisuals _____

Total Cost Of Order (Publications, Posters and Audiovisuals) _____

Publication, Poster and Audiovisual Order Form

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Alberta Education
12360–142 Street
Edmonton, Alberta
T5L 4X9

Telephone: 427–2767

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Date _____

Please send to: Name _____

Position/Title _____

Company/Institution _____

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It's About Time	3.00			
Job Seekers' Handbook	3.00			
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Physical Sciences	4.00			
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Stay Ahead With A Good Attitude	2.00			
Volunteerism: Building Futures	2.00			
Women In The Workplace	10.00			
A Working Together Kit for Dual Career Families	12.00			

Cost of publications _____

Posters

Cost of each poster is $2.50. Indicate quantity desired on line beside each coded number.
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Cost of posters _____

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	Unit Cost	*Quantity*	*Format*	*Cost*
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